



QUARTERLY LIST OF PROGRAMMING PROVIDING THE MOST SIGNIFICANT TREATMENT OF COMMUNITY ISSUES

APRIL 1 – JUNE 30, 2021

The following issues were identified as significant and addressed by WMTV in order to serve the community and act in the public interest as set forth by the Federal Communications Commission:

- 1. Education** – Class sizes, Connectivity, Teacher Retirements, School Referenda and Student Safety. They've long been issues of importance to our local viewers. This year, because of the pandemic, we've branded our commitment to these issues as "Navigating School." We also have a special, year-long series called "Class During COVID," where we are following 5 different classrooms and sharing monthly reports (the classes range from Kindergarten to College and include virtual, in person and blended models).
- 2. Politics** – This will include issue-based stories from all levels, with an emphasis on local and state, and the Presidential and Congressional fall elections. There is a renewed push in Wisconsin for redistricting and a non-partisan board is set to hold statewide hearings, in advance of a legislative vote in 2021.
- 3. Local Business and Tourism** – Due to the impact of the pandemic, we've launched a new series "Supporting Our Small Businesses." Stories airing as part of that project -OR- those touching on the impact of cancelled events—due to the pandemic and/or demonstrations and looting downtown will fall under this category. This is also for coverage of events bringing tourism dollars into the viewing-area.
- 4. Consumer Concerns** - We've renewed our commitment to investigative journalism and other consumer-driven stories (scams, recalls, problem solving). Stories branded under the "NBC15 Investigates" franchise will be targeted to this category unless they fit another category better.
- 5. Severe Weather and Preparedness** – for First Alert Days, our Weather Radio programming events, and other stories where we've assigned additional resources to cover storms (on approach, during and the aftermath).
- 6. COVID-19 Pandemic** – This category is to detail coverage of the decisions and impact of decisions made by our legislative leaders, the toll on and also research being done at our local health care facilities, as well as impact on the workforce.
- 7. Social Justice** – This explores race relations within our communities, including the heightened tensions and demonstrations in downtown Madison, in particular.
- 8. Crime and Public Safety** - Increased gang activity, stolen vehicles and home break-ins, gun control. Stories fitting the "social justice" category will not go here.

9. **Community Impact/Outreach** - This will be for stories re: personal appearances made by NBC15 Staff. It will also include the NBC15 School Shout Out (where classrooms wish our viewers good morning), our hallmark Share Your Holidays Campaign (celebrating its 25th year in 2020 to raise funds for Second Harvest Foodbank of Southern Wisconsin), the CareBox Campaign (to raise funds supporting \$10 boxes of healthy, fresh food for those impacted by the pandemic), and our “Something to Smile About” and “Making A Difference” franchises featuring the good deeds of people in our viewing area.
10. **Agriculture** -- Wisconsin, dubbed America’s Dairyland, currently leads the nation in farm bankruptcies. Farmer mental health and access to resources is a concern amid growing suicides. The state’s governor has also prioritized initiatives and legislation to help our ag industry in his 2020 State of the State speech in January. Millions of dollars were also earmarked to help farmers impacted by COVID-19 and to help get food to the hungry. *NOTE: This category should include legislative proposals and action vs. including it in “politics.”*

**DESCRIPTION OF PROGRAMS PROVIDING MOST
SIGNIFICANT TREATMENT OF COMMUNITY ISSUES**

<u>PROGRAM</u>	<u>DAYS</u>	<u>TIMES</u>
The Morning Show	Monday-Friday	4:30-7:00am
The Morning Show Weekend	Saturday	5:00-7:00am
The Morning Show Weekend	Sunday	6:00-9:00am
15 News at 11am	Monday-Friday	11:00-11:30am
15 News at 4pm	Monday-Friday	4:00-4:30pm
15 News At 5	Monday-Friday	5:00-5:30pm
15 News At 6	Monday-Saturday	6:00-6:30pm
15 News at 9 (WMTV DT2 “CW”)	Monday-Sunday	9:00-9:30pm
15 News at 10	Monday-Friday	10:00-10:35pm
15 News at 10	Saturday-Sunday	10:00-10:30pm

All of the above programs are locally produced news programs presenting a mix of news, weather, sports, and issue-related feature stories. Issue-responsive program segments are usually two to four minutes in duration, unless otherwise indicated.

Early Today Monday-Friday, 3-4:30am

This business news and consumer show gives viewers breaking business news and stock market action from the domestic and foreign exchanges.

Today Monday-Friday, 7:00-11:00am

This three-hour network program provides the latest in international and domestic news, weather reports and interviews with newsmakers from the world of politics, business, media, entertainment, and sports. NBC 15 provides local 1 minute 25 second news cut-ins at 7:27am, 7:57am, 8:27am and 8:57am.

Weekend Editions of Today Saturday, 7:00-9:00am & Sunday, 9:00-10:00am

Both weekend broadcasts continue the “Today” tradition of covering breaking news, interviewing newsmakers, reporting on a variety of popular culture and human-interest stories, covering topics related to health and finance, and presenting the latest sports and weather information. NBC 15 provides local 1 minute 25 second news cut-ins on Saturday at 7:27am, 7:57am, 8:28am and a 1 minute 16 second cut-in on Sunday at 9:27am.

NBC Nightly News Monday-Friday, 5:30-6:00pm

“NBC Nightly News” provides reports and analysis of the day’s most newsworthy national and international events. It offers solution-driven programming that delves into the toughest issues facing our society today. Each Friday the “Making A Difference” segment profiles men and women who have helped improve the human condition.

NBC Nightly News – Weekend Saturday & Sunday, 5:30-6:00pm

The weekend editions of “NBC Nightly News” provide complete and timely reports on national and international events that take place on Saturday and Sunday.

Dateline NBC Friday, 9-10:00pm, Saturday 8-10:00pm

This network program has pioneered a unique approach to prime-time news programming, with its multiple-nights-per-week franchise. With this schedule, the one-hour newsmagazine enables NBC News to

present its best reporting, investigative features, and newsmaker profiles in a consistent and comprehensive manner.

Meet The Press Sunday, 10:00-11:00am

This one-hour network news program consists of three interview segments with guests of national and international political importance, followed by an expanded roundtable discussion at the end of each broadcast. Transcripts - <https://www.nbcnews.com/meet-the-press/meet-press-transcripts-n51976>

I. EDUCATION

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

4/7, 6PM - HOW UW-PLATTEVILLE IS PREPARING IT'S EDUCATION MAJORS FOR NEW WAYS OF TEACHING.

4/9, 10PM – MADISON COLLEGE EXPLAINS ONE OF THE BIGGEST BENEFITS OF VIRTUAL REALITY LEARNING IS TEACHERS CAN SEE STUDENTS LEARN AND REACT IN REAL TIME, EVEN IF THEY'RE NOT PHYSICALLY IN THE CLASSROOM.

4/30, AM SHOW - THE PRESIDENT WANTS MORE THAN 100 BILLION DOLLARS TO GO TOWARDS MAKING TWO YEAR COLLEGES FREE. THAT INCLUDES LOCALLY AT MADISON COLLEGE.

5/10, 5PM - RIGHT NOW... MADISON TEACHERS ARE CALLING ON SCHOOL LEADERS FOR RESPECT AS THE TEACHERS' UNION CLAIMS THE DISTRICT IS VIOLATING THE EMPLOYEE HANDBOOK.

5/27, 4PM - FREE PASSES WILL BE GIVEN OUT TO STUDENTS 6TH GRADE AND UP STARTING JUNE SECOND THROUGH JUNE 16TH.

5/27, 10PM - THE U-W TUITION FREEZE IS OVER. THE STATE'S BUDGET COMMITTEE VOTED TO END IT TODAY. IT'S BEEN IN PLACE FOR EIGHT YEARS. GOVERNOR EVERS PROPOSED EXTENDING IT IN HIS BUDGET PROPOSAL.

6/3, 6PM - LOAN RELIEF: THIS FALL - UW-PLATTEVILLE'S SCHOOL OF EDUCATION IS OFFERING TO REPAY SOME STUDENTS' LOANS. NBC15'S ELISE ROMAS SHOWS US THE REASONS BEHIND THIS CHANGE.

6/17, AM SHOW - THE SUPERINTENDENTS OF WISCONSIN'S FIVE LARGEST SCHOOL DISTRICTS SAY THEY'RE "DISMAYED" THAT 2.3 BILLION DOLLARS IN FEDERAL AID IS AT RISK BECAUSE OF LOW FUNDING FOR K-THROUGH-12 SCHOOLS. SUPERINTENDENTS IN MILWAUKEE AND MADISON TO NAME TWO, WROTE TO LAWMAKERS URGING THEM TO SET PARTISAN DIFFERENCES ASIDE.

Today and Weekend Today (Segments vary but are usually 5-7 minutes in length)

Today's Parenting segments air each week with experts offering advice on a wide variety of subjects including safety tips, nutrition, behavior modification, etc.

II. POLITICS

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

4/6, 6PM - STATE SUPERINTENDENT IS THE TOP RACE IN THE SPRING ELECTION AND THERE ARE TWO HOURS LEFT TO VOTE.

4/15, AM SHOW - PRESIDENT BIDEN SAYS HE WILL BRING U.S. COMBAT TROOPS HOME BY SEPTEMBER 11TH. A DECISION OFFICIALS DESCRIBED AS MONTHS IN THE MAKING.

4/19, 5PM - A REPUBLICAN LAW PROFESSOR FROM UW MADISON WILL BE RUNNING FOR ATTORNEY GENERAL IN 2022.

5/4, 4PM - RETURNING TO PRE-PANDEMIC LIFE. THAT WAS PRESIDENT JOE BIDEN'S FOCUS IN AN ANNOUNCEMENT LESS THAN 3 HOURS AGO. HE IS HOPING TO GET AT LEAST ONE COVID-19 DOSE TO 70 PERCENT OF THE POPULATION BY JULY 4TH.

5/6, 9PM - LEGALIZING MARIJUANA IS JUST ONE OF NEARLY 400 ITEMS PULLED BY THE JOINT FINANCE COMMITTEE TODAY.

5/25, 4PM - AS EXPECTED, REPUBLICANS QUICKLY ENDED TODAY'S SPECIAL SESSION TO EXPAND MEDICAID IN OUR STATE.

6/15, 11AM - PREPARATIONS ARE UNDERWAY IN SWITZERLAND AHEAD OF A MEETING BETWEEN THE LEADERS OF THE U-S AND RUSSIA.

6/15, AM SHOW - TONIGHT EIGHT REPUBLICANS ARE FACING OFF IN A SPECIAL ELECTION PRIMARY TO RUN FOR AN OPEN STATE ASSEMBLY SEAT.

III. LOCAL BUSINESS AND TOURISM

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

4/1, 4PM - AMTRAK IS PROPOSING A NEW ROUTE THROUGH MADISON. COMING ON THE HEELS OF BIDEN'S 2.2 TRILLION DOLLAR INFRASTRUCTURE PLAN, AMTRAK IS WASTING NO TIME SHOWING HOW FAR THE MONEY WILL GO.

4/3, AM SHOW - WORKERS AT COLECTIVO COFFEE SHOPS IN WISCONSIN AND ILLINOIS ARE VOTING ON WHETHER TO BECOME PART OF A UNION.

4/9, 6PM - TYPICALLY THE EXCHANGE VISITOR PROGRAM BRINGS IN INTERNATIONAL STUDENT WORKERS TO FILL SOME OF THOSE JOBS IN THE DELLS. NBC15'S GABRIELLA RUSK EXPLAINS WHY WISCONSIN DELLS IS A JOB SEEKER'S MARKET.

5/3, 5PM - THE WISCONSIN STATE CAPITOL DOORS ARE OPEN TO THE PUBLIC FOR THE FIRST TIME IN 14 MONTHS.

5/5, 11AM - TOURISM OFFICIALS ARE OPTIMISTIC THE INDUSTRY WILL REBOUND THIS YEAR AFTER TAKING A 30 PERCENT HIT IN SPENDING LAST YEAR DUE TO THE CORONAVIRUS PANDEMIC.

5/10, 9PM - THE SHOW WILL GO ON IN MADISON. IT HAS BEEN MORE THAN A YEAR SINCE THE OVERTURE CENTER CLOSED THEIR CURTAINS DUE TO THE PANDEMIC. BUT THIS EVENING THEY SHINED A SPOTLIGHT ON THIS SEASON'S FALL AND WINTER SHOWS.

6/4, 4PM - THE SPRING ART TOUR IS THIS WEEKEND IN MOUNT HOREB.

6/6, 10PM - ANOTHER EFFORT TO SUPPORT BUSINESSES. A POP-UP SHOP INITIATIVE ON STATE STREET ALLOWING OWNERS TO OPERATE OUT OF VACANT STOREFRONTS. MADISON CITY OFFICIALS APPROVED THE PROPOSAL LAST WEEK AIMING TO SUPPORT ENTREPRENEURS OF COLOR.

Today and Weekend Today (Segments vary but are usually 5-7 minutes in length)

Each week this program features “Your Money” segments with experts discussing various subjects regarding personal finance.

IV. CONSUMER CONCERNS

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

4/19, 9PM - RECYCLING IS ONE WAY TO REDUCE WASTE AND HELP THE ENVIRONMENT BUT HOW OFTEN DO WE GET IT RIGHT? NBC15'S SANIKA BHARGAW SHARES SOME DOS AND DON'TS AHEAD OF EARTH DAY.

4/22, 10PM - AS THE PANDEMIC CONTINUES INTO ITS SECOND SPRING, LOCAL GARDEN CENTERS PREPARE FOR ANOTHER SEASON OF BLOOMING SALES. BUT BUSINESSES ARE ALSO SEEING A SHIFT IN THEIR CUSTOMERS.

4/26, 6PM - RIGHT NOW, ABOUT 25 PERCENT OF RURAL DANE COUNTY RESIDENTS STRUGGLE WITH THEIR INTERNET CONNECTION. THAT'S ACCORDING TO THE BOARD OF SUPERVISORS. WHAT OUR LOCAL GOVERNMENT IS DOING TO CHANGE THAT.

5/12, 5PM - FIGHTING HOUSING INSECURITY, A TASK THAT'S BECOME MORE CHALLENGING DURING THE PANDEMIC. THE FEDERAL EVICTION MORATORIUM PROVIDING RELIEF FOR MANY COULD SOON END.

5/19, 4PM - PELOTON IS ROLLING OUT A SOFTWARE UPDATE TO ITS TREADMILLS THAT FORCES USERS TO LOCK THEM WHEN NOT IN USE.

5/25, AM SHOW - OCTOBER FIRST. THAT'S WHEN YOU'LL HAVE TO START PAYING FEDERAL STUDENT LOANS AGAIN. THE GOVERNMENT FROZE PAYMENTS OVER THE PAST 19 MONTHS BECAUSE OF THE PANDEMIC.

6/8, 6PM - THAT PIPELINE ATTACK USING RANSOMWARE IS JUST ONE IMPACTING THE COUNTRY RIGHT NOW.

6/9, 4PM - BEFORE YOU TAKE THAT FRESH CATCH HOME FOR DINNER, MAKE SURE YOU'RE AWARE OF THE NEW FISH CONSUMPTION ADVICE IN DANE AND ROCK COUNTIES.

Powerhouse Home Energy

Saturdays 5-5:30pm – Informative 30-minute weekly programs produced by Alliant Energy shows homeowners how to make their homes more energy efficient, thereby saving viewers money.

V. SEVERE WEATHER AND PREPAREDNESS**NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

4/14, AM SHOW - SEVERE WEATHER SEASON IS HERE. THIS WEEK IS ALL ABOUT REVIEWING YOUR PLANS AND TIPS TO KEEP YOU AND YOUR FAMILY SAFE DURING STORMS.

4/15, 4P - IF YOU WERE EXPECTING TO HEAR A SIREN BLAST... IT DIDN'T HAPPEN AT THIS TORNADO SIREN IN JANESVILLE. IT WAS SUPPOSED TO SOUND OFF FOR A COUPLE MINUTES DURING THE STATEWIDE TORNADO DRILL THAT HAPPENED AROUND 1:45 THIS AFTERNOON.

4/30, 10PM - ANOTHER WARNING FROM THE D-N-R. THE STATE IS STILL IN A HIGH FIRE DANGER. IT'S EXPECTED TO INCREASE THIS WEEKEND WITH THAT WIND.

5/13, 6PM - METEOROLOGIST BRENDAN JOHNSON JOINS US NOW WITH NEW DATA RELEASED JUST TODAY REGARDING OUR DROUGHT SITUATION.

5/20, 5PM - MAYBE IT'S WEAKER IN A SPOT OR THE WARMING IS RATHER SIGNIFICANT. THOSE CUMULUS CLOUDS CAN BURST RIGHT THROUGH THAT LAYER OF WARM AIR, VERTICALLY DEVELOP INTO A FEW STRONG AND POTENTIALLY SEVERE THUNDERSTORMS.

6/4, 10PM - FARMER DOUG REBOUT SAYS THE DRY SPRING DIDN'T CAUSE PROBLEMS DURING PLANTING BUT AS HARVEST TIME GETS CLOSER HE'S WAITING FOR THAT REGULAR RAINFALL. REBOUT CO-OWNS HIS FAMILY FARM IN JANESVILLE, PRIMARILY PLANTING CORN AND SOYBEANS. ROCK COUNTY HAS ONLY SEEN ABOUT HALF OF THE RAIN THEY'D USUALLY GET AT THIS TIME.

6/27, AM SHOW - THIS IS THE AFTERMATH OF AN EARLY SATURDAY MORNING STORM WHEN AS MUCH AS NINE INCHES OF RAIN FELL OVER CRAWFORD COUNTY. ACCORDING TO THE COUNTY'S EMERGENCY MANAGEMENT DEPARTMENT, FLASH FLOODING CAUSED MULTIPLE STATE HIGHWAYS TO TEMPORARILY SHUT DOWN. WE WATCHED DRIVERS STOP AND TURN AROUND AT THE SIGHT OF A FLOODED ROAD.

VI. COVID-19 PANDEMIC**NBC 15 News (news stories average 1:00 – 2:00 minutes in length)**

4/1, 9PM - A NEW COVID-19 VARIANT FIRST FOUND IN CALIFORNIA, IS NOW IN SAUK COUNTY. AT THIS POINT, IT MAY BE THE FIRST RECORDED CASE IN WISCONSIN.

4/4, AM SHOW - STARTING TODAY, EVERYONE IN WISCONSIN AT LEAST 16-YEARS-OLD CAN RECEIVE A COVID-19 VACCINE.

4/19, 5PM - VACCINE TRACKER: RIGHT NOW NEARLY 28 PERCENT OF WISCONSINITES ARE FULLY VACCINATED AGAINST COVID-19. JUST OVER 40 PERCENT HAVE RECEIVED A SINGLE DOSE.

5/5, 11AM - PRESIDENT JOE BIDEN IS SETTING A BOLD NEW GOAL FOR COVID-19 VACCINE SHOTS IN ARMS. BUT IS IT DOABLE?

5/7, 10PM - WILL 12 AND 15 YEAR OLDS BE ABLE TO GET VACCINATED? WE'RE STILL WAITING TO HEAR FROM THE F-D-A TONIGHT REGARDING THE PFIZER VACCINE. WE EXPECT THAT ANSWER NEXT WEEK.

5/26, 4PM - TODAY PUBLIC HEALTH MADISON DANE COUNTY HOSTED A POP-UP VACCINE CLINIC IN FRONT OF LAKEVIEW LIBRARY TO HELP WITH OUTREACH AND ACCESSIBILITY.

6/3, 6PM - MANY CHILDREN AGES 12 TO 15 ARE NOW ON THEIR WAY TO BE BEING FULLY VACCINATED AGAINST COVID-19. TODAY MARKED THREE WEEKS, SINCE BECOMING ELIGIBLE TO GET THE SHOT.

6/25, 9PM - AFTER 13 MONTHS, PUBLIC HEALTH MADISON DANE COUNTY WILL SHUT DOWN COVID-19 OPERATIONS TOMORROW AT THE ALLIANT ENERGY CENTER.

VII. SOCIAL JUSTICE

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

4/4, AM SHOW - AFTER AN EMOTIONAL WEEK OF TESTIMONY IN THE TRIAL OF DEREK CHAVIN, GEORGE FLOYD'S SISTER IS SPEAKING OUT. BRIDGETT FLOYD WAS IN THE TEXAS STATE CAPITAL YESTERDAY, TO SUPPORT THE GEORGE FLOYD JUSTICE IN POLICING ACT, AND CALLING FOR CHANGE.

4/14, 4PM - HOMELESSNESS AND HIGH RENT. THOSE ARE THE TWO ISSUES MADISON'S NEW HOUSING FORWARD INITIATIVE HOPES TO ADDRESS, ESPECIALLY AMONG COMMUNITIES OF COLOR.

4/23, 5PM - TWO FAMILIES AT PATRICK MARSH MIDDLE SCHOOL ARE FILING A LAWSUIT AGAINST THE SUN PRAIRIE SCHOOL DISTRICT OVER A CONTROVERSIAL ASSIGNMENT THE ASSIGNMENT GIVEN BACK IN FEBRUARY. IT ASKED SIXTH GRADE STUDENTS ABOUT ANCIENT MESOPOTAMIAN LAW, INCLUDING A QUESTION ABOUT HOW THEY WOULD PUNISH A SLAVE.

5/5, 11AM - IT'S BACK TO SQUARE ONE AFTER THE MADISON COMMON COUNCIL CHOSE NOT TO APPROVE FUNDING FOR A NEW MEN'S HOMELESS SHELTER.

5/16, 10PM - MEETING THE FACES BEHIND THE MADISON POLICE BLACK OFFICER COALITION. OFFICER NEAL CROWDER SHARED HIS PERSPECTIVE AS PART OF THE FIRST VIRTUAL "GETTING TO KNOW YOUR M-P-D" EVENT.

5/26, 9PM - TAKING A TRIP BACK IN TIME THROUGH IMAGES CAPTURED ONE YEAR AGO. DAYS OF PROTESTS IN MADISON REFLECTING ON CENTURIES OF INJUSTICE.

6/1, 4PM - THE JUNETEENTH FLAG IS NOW FLYING OUTSIDE THE MADISON CITY COUNTY BUILDING. ALTHOUGH THE HOLIDAY ON JUNE 19TH CELEBRATES THE END OF SLAVERY... CITY, COUNTY AND STATE LEADERS SAY IT OFFERS A TIME FOR EVERYONE TO REFLECT ON EQUITY AND EQUALITY.

VIII. CRIME & PUBLIC SAFETY

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

4/5, 6PM - STATES ACROSS THE COUNTRY SAW REPORTS OF CHILD ABUSE DROP DURING THE COVID-19 PANDEMIC -- IN WISCONSIN THOSE NUMBERS FELL BY NEARLY 25 PERCENT.

4/6, 4PM - NEW THIS AFTERNOON: THE DRIVER OF THE CAR THAT STRUCK AND KILLED A PEDESTRIAN ON MADISON'S EAST SIDE OVER THE WEEKEND IS NOT CURRENTLY FACING CHARGES.

4/19, 5PM - AHEAD OF A DECISION IN THE CHAUVIN TRIAL, THE CITY OF MADISON IS PREPARING FOR POTENTIAL DEMONSTRATIONS.

5/5, 4PM - ENDING PREMATURE AND PREVENTABLE DEATHS IN OUR COMMUNITY. IT'S THE MISSION OF A NEW COALITION IN DANE COUNTY.

5/12, AM SHOW - FITCHBURG POLICE SAYS OFFICERS RESPONDED TO A SHOTS FIRED CALL ON THE 28-HUNDRED BLOCK OF OREGON ROAD JUST AFTER 11 LAST NIGHT. OFFICERS FOUND NINE SHELL CASINGS. NO INJURIES WERE REPORTED.

5/19, 11AM - THE VERONA POLICE DEPARTMENT IS SEARCHING FOR A MAN WHO ALLEGEDLY ATTACKED A WOMAN MONDAY AS SHE WALKED ALONG MILITARY RIDGE STATE TRAIL NEAR LINCOLN STREET.

6/1, 4PM - MONONA'S NEW CHIEF OF POLICE IS MAKING HISTORY. THIS MORNING, BRIAN CHANEY AUSTIN WAS SWORN INTO OFFICE. HE IS THE CITY'S FIRST BLACK CHIEF OF POLICE AND THE THIRD BLACK MAN HIRED TO LEAD LAW ENFORCEMENT IN THE MADISON AREA IN THE PAST FEW MONTHS. HE SAYS COMMUNITY ENGAGEMENT IS AT THE FOREFRONT OF POLICING.

6/4 AM SHOW - MADISON POLICE WANT TO TALK TO THESE TWO MEN ON YOUR SCREEN RIGHT NOW. OFFICERS SAY, THEY ATTACKED A BUS DRIVER, AFTER HE ASKED THEM TO WEAR FACE MASKS. THE INCIDENT HAPPENED LAST FRIDAY NIGHT AT AROUND 9-45 ON EAST WASHINGTON AVENUE. MADISON POLICE ASK YOU TO CALL THEM IF YOU HAVE ANY INFORMATION.

IX. COMMUNITY IMPACT/OUTREACH

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

4/27, 4PM - THE BIDEN ADMINISTRATION WILL BE PROVIDING UP TO 34 MILLION KIDS WITH \$375 EACH TO BUY FOOD OVER THE TEN WEEKS THEY ARE OUT OF SCHOOL FOR SUMMER VACATION, HOW THAT WILL AFFECT LOCAL FOOD PANTRIES LIKE SECOND HARVEST.

4/29, 10PM - CLASS DURING COVID. AS THE SCHOOL YEAR STARTS TO WIND DOWN, WE'RE CHECKING IN ONCE AGAIN ON THE CLASSROOMS WE'VE BEEN FOLLOWING ALL YEAR, DURING THIS UNPRECEDENTED TIME.

5/4, 4PM - ROCK COUNTY IS GETTING SOME MUCH-NEEDED CASH TO HELP FIGHT HUNGER.

6/1, 11AM - JUNE IS DAIRY MONTH AND YOU CAN HELP THOSE STRUGGLING TO MAKE ENDS MEET IN OUR AREA BY ADOPTING A DAIRY COW. SECOND HARVEST FOODBANK IS LOOKING FOR YOUR HELP GETTING MILK... A RARELY DONATED AND NUTRIENT-RICH PRODUCT. HERE'S HOW IT WORKS... YOU CAN DONATE RIGHT NOW AT GIVE DAIRY DOT COM. YOU CAN THEN CHOOSE ONE OF THE COWS AT SASSY COW CREAMERY TO "ADOPT" TO DONATE MILK. THE CAMPAIGN RUNS ALL MONTH LONG.

6/12, 10PM - FOR THE SANBORNS, HOME IS OFTEN A HOSPITAL ROOM. LIAM SANBORN IS SIX YEARS OLD. ON SATURDAY, HIS MOM ASHLEY GOT HIM READY FOR HIS LATEST ROUND OF CHEMOTHERAPY. AT 11 MONTHS OLD, LIAM WAS DIAGNOSED WITH A FORM OF INFANT LEUKEMIA AND HE BEAT IT. BUT WEEKS LATER, DOCTORS FOUND A SECOND KIND OF BLOOD CANCER THAT'S MORE COMMON IN ADULTS. AND EVEN AFTER THREE YEARS, REMISSION WASN'T IN SIGHT.

X. AGRICULTURE

NBC 15 News (news stories average 1:00 – 2:00 minutes in length)

4/ 1, 5PM - THE WORLD DAIRY EXPO WILL REMAIN IN MADISON, WHICH BRINGS IN DAIRY FARMERS FROM ACROSS THE COUNTRY AND AROUND THE WORLD TO MADISON.

4/12, 4PM - THE CHANGES IN WEATHER AND RAIN FOLLOWING A SNOW-FILLED WINTER MIGHT LEAD YOU TO THINK IT IS A LESS THAN IDEAL SPRING FOR AGRICULTURE. WISCONSIN FARMERS SAY THAT COULDN'T BE FURTHER FROM THE TRUTH.

5/8, 6PM - A FAMILY FARM IN EAST MADISON IS UP FOR SALE AFTER NEARLY 200 YEARS AND A NONPROFIT CALLED "SAVE THE FARM" IS HOPING TO BUY AND DEVELOP IT. THEIR PROPOSAL INCLUDES AFFORDABLE HOUSING, AGRICULTURE SPACE AND WETLAND PRESERVATION.

5/22, AM SHOW - SO WE WANTED TO KNOW HOW THE USMCA AGREEMENT HAS AFFECTED DAIRY FARMERS IN OUR AREA. THE WISCONSIN FARM BUREAU SAYS DAIRY FARMERS HAVE STRUGGLED WITH LOW MILK PRICES AND TIGHT MARGINS EVEN BEFORE THE PANDEMIC.

6/4, 9PM - THIS DRY SPELL, ONCE A BLESSING FOR FARMERS, STARTING THEIR PLANTING - IS NOW THREATENING THE GROWING SEASON.

6/20, 9PM - SOME STRAWBERRY FARMS IN THE AREA STARTED WITH FROST AT THE BEGINNING OF THE SEASON AND ARE NOW DEALING WITH DRY, HOT WEATHER. FARMERS ARE RECOMMENDING THOSE WANTING TO PICK BERRIES CALL AHEAD TO MAKE SURE THINGS ARE READY.

6/20, 10PM - A LINE OF CARS, NOT WHAT YOU USUALLY SEE AT THE RICHLAND COUNTY DAIRY BREAKFAST, BUT ORGANIZER ANNETTE LOUIS IS DETERMINED TO HELP HUNDREDS OF PEOPLE SAMPLE WHAT AREA FARMS HAVE TO OFFER.

NBC News Special Reports

4/2 12:43-1:00PM Vehicle rammed into a capitol barricade

4/2 1:43-2:00PM The US Capitol Police press conference regarding the vehicle ramming into a capitol barricade.

4/8 10:56-11:26AM President Biden's address on gun control

4/14 1:29-1:53PM President Biden's announcement of troop withdrawal
 4/15 3:01-3:04AM Shooting at a FedEx Facility in Indianapolis
 4/17 8:30-10:00AM Funeral of Prince Philip
 4/19 9:00AM-2:28PM Coverage of the closing arguments of the Derek Chauvin trial
 4/19 2:44-4:00PM Closing arguments of the Derek Chauvin trial
 4/20 11:49-11:53AM Shooting in Long Island, NY
 4/20 2:42-3:00PM Verdict being reached in the Derek Chauvin trial
 4/20 3:25-5:20PM Reading of the verdict in the Derek Chauvin trial
 4/20 6:09-6:17PM President Biden's remarks on the Derek Chauvin guilty verdict
 4/27 12:55-1:09PM President Biden's announcement on the new CDC mask guidelines
 5/4 1:35-1:53PM President Bidens announcement on new vaccine goals
 5/13 1:08-1:28PM CDC's updated guidance on Covid-19
 5/13 2:58-3:18PM President Biden spoke on the CDC's announcement that fully vaccinated people no longer need to wear masks
 5/26 10:34-10:43AM Shooting in San Jose, Ca
 5/26 12:46-1:06PM Special Report on the San Jose, Ca shooting
 6/13 1:51-1:52PM President Biden wrapping up at G-7 Summit
 6/16 7:30-7:35AM President Biden and Putin meeting at Geneva Summit
 6/16 12:17-1:06PM President Biden's press conference after the US-Russia Summit
 6/17 9:02-9:07AM Supreme Court ruling on an Affordable Care Act case
 6/24 12:00-12:09PM Surfside, FL apartment building collapse
 6/25 7:14-7:30AM Building Collapse in Miami
 6/25 1:30-3:02PM Dereck Chauvin sentencing

WMTV Local News Special Reports

None

Severe Weather Cut-ins

6/11 3:15-3:16PM
 6/11 4:36-4:37PM
 6/17 12:03-12:04AM, 12:21-12:22AM
 6/20 5:46-5:48PM

Public Service Report for NBC15 (WMTV) 2nd Quarter 2021

Name the top three public service campaigns/activities your station participated in during the last quarter. What organizations were the beneficiaries of these initiatives?

1. **Crystal Apple Awards;** 275 teachers nominated, 5 winners awarded with stories in the newscasts, 10 honorable mentions with framed certificates mailed out.
2. **Agrace Sips and Sounds;** to benefit Agrace Hospice Care in Janesville, Wisconsin
3. **Tellurian Celebrity Golf Tournament** to benefit Tellurian Substance Use and Mental Health Recovery Centers
4. **American Family Insurance Golf Tournament,** benefitting over 400 local charities
5. **Adopt A Dairy Cow Milk Fundraiser** for Second Harvest Foodbank

How much airtime was donated in support of these efforts (e.g., news coverage, PSAs, live broadcasts, other on-air support, etc.)? List the dollar value, where calculable.

1. **Crystal Apple Awards, ran multiple promos, approximate \$3,500 value. Station Employees participation; featured on website; news coverage.**
2. **Agrace Sips and Sounds, ran web ads, approximate value \$2,000. Station employees participation, news coverage.**
3. **Tellurian Celebrity Golf Tournament, ran promos, approximate value \$1,500. Station Employees participation; news coverage.**
4. **American Family Insurance Golf Tournament, ran PSAs, approximate value \$2,000. Station Employees participation; live news coverage.**
5. **Adopt A Dairy Cow Fundraiser, ran multiple promos, approximate \$6,000 value. Ran social media campaign; featured on website; several weeks of news coverage.**

How much money did your station help raise for local charities and causes during the past quarter? What organizations were the beneficiaries?

Over \$44,000 Agrace Hospice Care

\$107,065 Second Harvest Foodbank

Approx. \$150,000 Tellurian

American Family Insurance monies raised have not been completely calculated yet.

In addition to monetary donations, what quantifiable results can you point to due to the last quarter's campaigns (e.g., pounds of food collected, volunteers recruited, etc.)?

We raised 53,532 gallons of milk for Second Harvest Food Bank

What off-air events supported local causes (e.g. event emcees, coordination of collection drives, visits to schools, etc.)?

President—American Advertising Federation (30 hours)

Member—American Advertising Federation (10 hours)

Coach—Sun Prairie Softball (80 hours)

Board Member—Sun Prairie Youth Football (65 hours)

Ambassador—Middleton Chamber Ambassadors (3 hours)

Coach—Verona Little League (37 hours)

Coach – Janesville Soccer (88 hours)

Panelist—Victim Rights Presentation (2 hours)

Rotary Club Presentation about Journalism (1 hour)

Blood Donation—Red Cross (2 hours)

Volunteer—Elementary School (4 hours)

Virtual Speaker: PRSA (Public Relations Society of America) (1 hour)

Virtual Speaker: To East High School Students about Journalism (1 hour)

Meeting—West Middleton Parent Action Team (3 hours)

Emcee – NAMI Spring Gala (2 hours)

Virtual Emcee—Leukemia and Lymphoma Society (5 hours)

Virtual Presentation for Grade School about news gathering (2 hours)

Zoom Meeting—Weather Presentation for Elementary School (1 hour)

Board Meeting - Badger Childhood Cancer Network (4 hours)

Board Meeting - Alzheimer's & Dementia Alliance (4 hours)

Emmy Awards Judging—NY Chapter (3 hours)

Has your station provided election-related programming and activities designed to register voters or inform voters about candidate and issues (e.g. debates, candidate interviews, voter registration drives, etc.)?

Ran news stories with candidate interviews for all races and let people know how to absentee vote during the pandemic.

How did your station provide coverage in a time of crisis or assist with disaster relief efforts?

We provided extensive coverage of a chemical plant explosion at the edges of our market area and updated viewers on evacuations and spread.

How many employees contributed to the community during the past quarter? Estimate the number of volunteer hours donated?

***About 20 employees, about 350 volunteer hours donated**

NBC15 Sponsored Community Events 2nd Quarter 2021

APRIL

n/a

MAY

Crystal Apple Awards

Award Recognizing Local Teachers

Creating Promos/News Coverage/Link on NBC15.com

Promos Ran May 1 – May 7

Agrace Sips and Sounds

To benefit Agrace Hospice Care in Janesville, Wisconsin

Created and ran digital ads and provided news coverage

JUNE

Tellurian Celebrity Golf Tournament

To benefit Tellurian Substance Use and Mental Health Recovery Centers

Created and ran promos and provided news coverage and news anchor to emcee event

Promos Ran May 16 – June 2

American Family Insurance Golf Tournament

To benefit over 400 local charities, including American Family Insurance Children's Hospital

Created and ran promos and provided live news coverage

Promos Ran June 2 – June 13

Adopt A Dairy Cow

Milk Fundraiser for Second Harvest Foodbank

Created and ran promos and provided news coverage